

Rep Order# 9820492 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/17/2012 1:58 PM
Last Received: 09/17/2012 1:52 PM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product BROWN 4 SENATE
Estimate#
Buyer MIKE DETTORE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|-----------|------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F,M | 7A-8A | EARLY SHW | :30 | \$125.00 | 09/18-09/24 | 5 P3 | 1 | 5 | \$625.00 | |
| | 2 | TU-F,M | 8A-9A | EARLY SHW | :30 | \$125.00 | 09/18-09/24 | 5 P3 | 1 | 5 | \$625.00 | |
| | 3 | TU-F,M | 5P-530P | NEWS | :30 | \$350.00 | 09/18-09/24 | 5 P3 | 1 | 5 | \$1,750.00 | |
| | 4 | TU-F,M | 6P-630P | NEWS | :30 | \$900.00 | 09/18-09/24 | 5 P2 | 1 | 5 | \$4,500.00 | |
| | 5 | TU-F,M | 730P-8P | ET | :30 | \$850.00 | 09/18-09/24 | 5 P2 | 1 | 5 | \$4,250.00 | |
| | 6 | W | 8P-9P | SURVIVOR | :30 | \$3,000.00 | 09/19-09/19 | 1 P2 | 1 | 1 | \$3,000.00 | |
| | 7 | M | 10P-11P | HAWAII 5.0 | :30 | \$3,000.00 | 09/24-09/24 | 1 P2 | 1 | 1 | \$3,000.00 | |
| | 8 | TU-M | 11P-1135P | NEWS | :30 | \$800.00 | 09/18-09/24 | 7 P3 | 1 | 7 | \$5,600.00 | |
| | 9 | SA | 8A-9A | NEWS | :30 | \$350.00 | 09/22-09/22 | 1 P2 | 1 | 1 | \$350.00 | |
| | 10 | SA | 9A-10A | NEWS | :30 | \$350.00 | 09/22-09/22 | 1 P2 | 1 | 1 | \$350.00 | |
| | 11 | SU | 10A-1030A | NEWS | :30 | \$450.00 | 09/23-09/23 | 1 P2 | 1 | 1 | \$450.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|----------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 12 | SU | 930A-10A | NEWS | :30 | \$450.00 | 09/23-09/23 | 1 P2 | 1 | 1 | \$450.00 | |

---REPORT TOTALS---

Report Totals: 38 / \$24,950.00

---SALES MONTHLY TOTALS---

Sep 12: 38 / \$24,950.00
Sales Totals: 38 / \$24,950.00
Station Totals: 38 / \$24,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$106,670 | CABL | 0% | EKRC | 0% | UNKN | 0% | WBQC | 0% | WCPO | 35% |
| | | WKRC | 23% | WLWT | 26% | WSTR | 0% | WXIX | 14% | | |

Books null
Demos RA35+

ORDER

| | | |
|--------|----------------------|---------------------|
| Orders | Order / Rev: | 56978 |
| | Alt Order #: | 09820492 |
| | Product Desc: | BROWN 4 SENATE |
| | Estimate: | |
| | Flight Dates: | 09/18/12 - 09/24/12 |
| | Original Date / Rev: | 09/17/12 / 09/17/12 |
| | Order Type: | GENERAL |

| | | |
|--------|------------------|------------------------|
| Agency | Name: | Shorr Johnson Magnus |
| | Buying Contact: | |
| | Billing Contact: | |
| | | 1831 Chestnut Street |
| | | Philadelphia, PA 19103 |

| | | |
|------------|----------------|---------------------------------|
| Advertiser | Name: | Sherrod Brown for Senate |
| | Demographic: | A35+ |
| | Product Codes: | US Senate |
| | Priority: | P-2 |
| | Revenue Codes: | AGY, POL-CAND, GEN |

| Bill Plan | | | | Totals | | | | | |
|------------|----------|---------|--------------|-------------|----------------|---------|--------------|-------------|--------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount | Month | # Spots | Gross Amount | Net Amount | Rating |
| 08/27/12 | 09/24/12 | 38 | \$24,950.00 | \$21,207.50 | September 2012 | 38 | \$24,950.00 | \$21,207.50 | 0.00 |
| | | | | | Totals | 38 | \$24,950.00 | \$21,207.50 | 0.00 |

| Account Executives | | | | |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
| Millennium Washington DC | | | | |
| | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|------------------|-------|--------------|
| Local 12 WKRC-TV | 23% | \$24,950.00 |
| Market | 100% | \$108,478.26 |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| EKRC | 0% | \$0.00 |
| UNKWN | 2% | \$2,169.57 |
| WCPO | 35% | \$37,967.39 |
| WLWT | 26% | \$28,204.35 |
| WSTR | 0% | \$0.00 |
| WXIX | 14% | \$15,186.96 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------|------|-------------------|-----------------|--|-------------------|--------------------------------------|---------------|-----|-------|----------|-----|------|------|-------|------------|
| E 1 | WKRC | 09/18/12 | 09/24/12 | CBS This Morning CBS Morning News | CM | 7:00 AM-8:00 AM (7:00 AM-8:00 AM) | MTWTF-- | :30 | 5 | \$125.00 | P-3 | 0.00 | NM | 5 | \$625.00 |
| EARLY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | 5 | \$125.00 | 0.00 | | | | | | | | |
| E 2 | WKRC | 09/18/12 | 09/24/12 | CBS This Morning CBS Morning News | CM | 8:00 AM-9:00 AM (8:00 AM-9:00 AM) | MTWTF-- | :30 | 5 | \$125.00 | P-3 | 0.00 | NM | 5 | \$625.00 |
| EARLY SHW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 09/18/12 | 09/24/12 | MTWTF-- | 5 | \$125.00 | 0.00 | | | | | | | | |
| E 3 | WKRC | 09/18/12 | 09/24/12 | 5p Local 12 News at Five 5p Local 12 News at Five | CM | 5:00 PM-5:30 PM (5:00 PM-5:30 PM) | MTWTF-- | :30 | 5 | \$350.00 | P-3 | 0.00 | NM | 5 | \$1,750.00 |
| NEWS | | | | | | | | | | | | | | | |

